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THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

New for '85:
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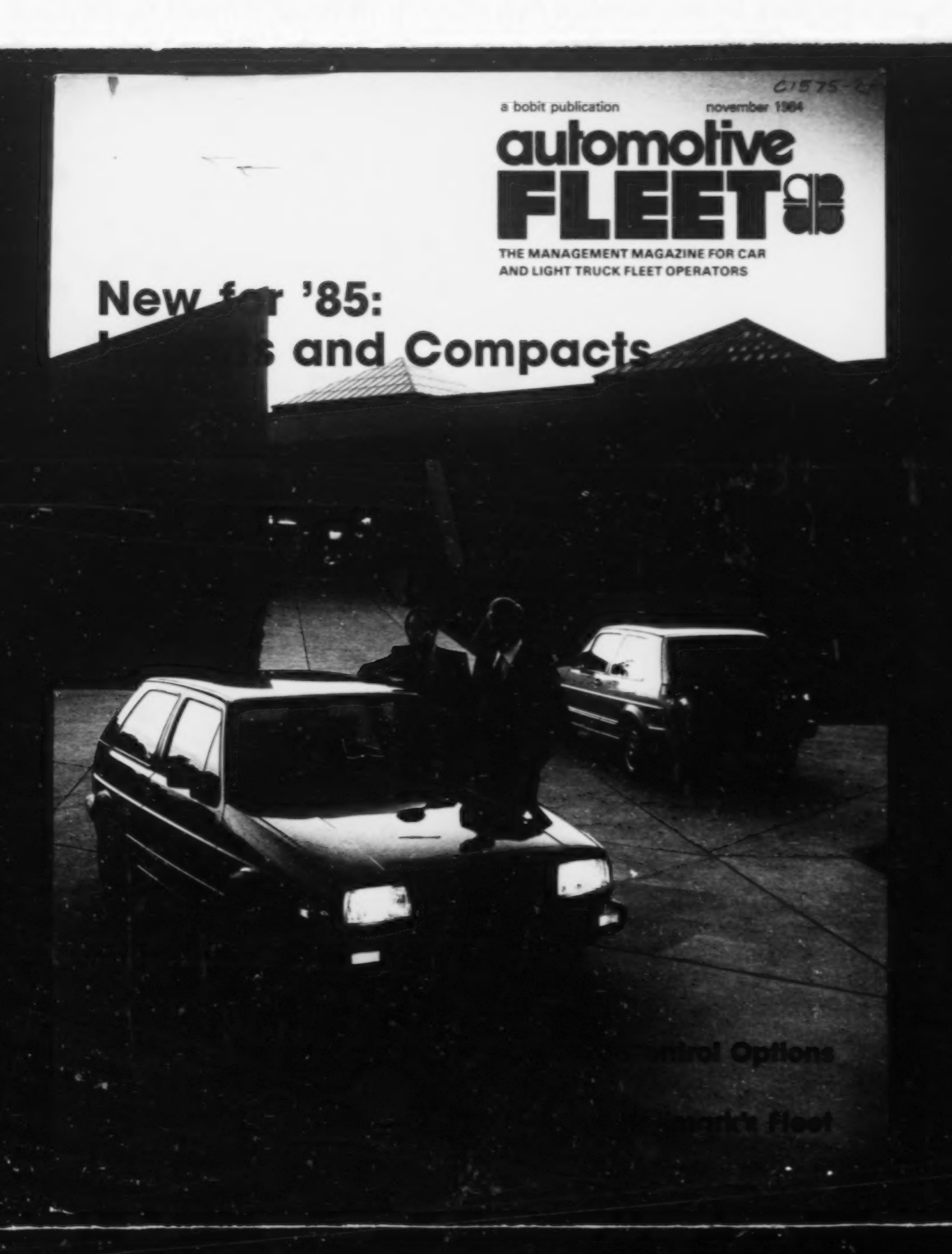

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NOVEMBER 1984 VOL. 24, NO. 1

automotive FLEET®

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Influencing over 3.6 million cars and 1.6 million light trucks and vans in leasing, rental, business, government, taxi, police, utility, and driving schools.

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Methods of Capturing and Controlling Fleet Expenses p. 26

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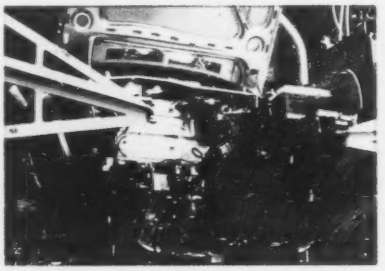

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On our cover: Manager of Fleet Sales Operations Jules Bauduc and Volkswagen Division VP James Fuller debut VWoA's domestically produced Golf compact.

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Calendar

NOVEMBER

1-2 — California License and Title Procedures Seminar, Vehicle Title Service, Sheraton-Newport Beach, CA. Info: (714) 675-1684.

7-9 — Municipal Leasing Seminar, American Association of Equipment Lessors, Fairmont Hotel, Denver, CO.

8 — National Highway Users Federation, Madison Hotel, Washington, D.C.

12-14 —Accountants Seminar, American Association of Equipment Lessors, Fairmont Hotel, Dallas, TX.

14-15 — Seminar for Fleet Administrators, National Association of Fleet Administrators and the University of Pittsburgh, Graduate School of Business, Pittsburgh, PA. Info: (412) 624-6424.

DECEMBER

9-10 — *Limousine and Chauffeur* Show and Conference, Caesar's Hotel, Atlantic City, NJ.

JANUARY

25-29 — National Automobile Dealers Association Sixty-Eighth Annual Convention and Exposition, Moscone Center, San Francisco, CA.

Gas Prices

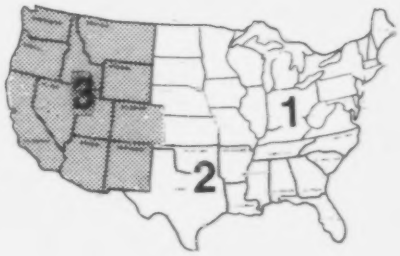
UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Tucson, AZ	134.6	113.2
Jacksonville, FL	142.2	116.6
Council Bluffs, IA	128.9	112.4
Terre Haute, IN	152.4	120.4
Monroe, LA	155.4	129.9
Minneapolis, MN	152.6	121.6
Omaha, NE	150.4	125.9
Santa Fe, NM	141.2	131.4
Tulsa, OK	132.6	110.2
Doylestown, PA	128.9	108.9
Columbia, SC	147.4	116.4
Aberdeen, SD	146.9	116.9
Victoria, TX	149.9	117.9
Arlington, VA	151.4	117.2
Charleston, WV	148.4	123.4

Survey conducted during the first five working days of October, 1984.
Supplied by Runzheimer and Company, Inc. Runzheimer Park, Rochester, WI.

Used Cars

The following are average car prices for the period ending October 3, 1984. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone3
83 AMC CONCORD			
Sdn	4727	4775	4680
Sta Wgn	4992	5042	4944
82 AMC CONCORD			
Sdn 6-4 Dr	3774	3813	3738
Sta Wgn	3971	4013	3931
83 BUICK SKYLARK			
Sdn Custom	5470	5526	5414
82 BUICK SKYLARK			
Sdn	4487	4533	4444
83 BUICK REGAL			
Sdn	7133	7204	7061
Cpe	7333	7408	7260
82 BUICK REGAL			
Turbo Cpe	6384	6448	6321
Cpe	6186	6248	6125
83 BUICK LESABRE			
Sdn Custom	8193	8274	8111
82 BUICK LESABRE			
Sdn Custom	6798	6865	6729
83 CADILLAC			
Cpe DeVille	12437	12562	12312
Sdn DeVille	12362	12484	12237
82 CADILLAC			
Cpe DeVille	10288	10392	10186
Sdn DeVille	10224	10327	10125
83 CHEVY			
Chvt Htchbk 2-Dr	3728	3765	3691
Chvt Htchbk 4-Dr	3811	3849	3773
Camaro Cpe 8	7860	7938	7782
82 CHEVY			
Chvt Htchbk 2-Dr	3031	3062	3000
Chvt Htchbk 4-Dr	3099	3132	3072
Camaro Cpe 8	6676	6746	6614
83 CHEVY CELEBRITY			
Sdn	6487	6554	6421
82 CHEVY CELEBRITY			
Sdn	5350	5404	5296
83 CHEVY CAVALIER			
Sdn	5259	5311	5207
82 CHEVY CAVALIER			
Sdn	4358	4400	4314
83 CHEVY CITATION			
Cpe 6	4616	4663	4571
82 CHEVY CITATION			
Cpe 6	3507	3542	3472
83 CHEVY MALIBU			
Clas Sdn	6375	6439	6310
Clas Sta Wgn	6635	6701	6570
82 CHEVY MALIBU			
Clas Sdn	5257	5311	5205
Clas Sta Wag	5484	5545	5433
83 CHEVY MONTE CARLO			
Cpe	7051	7123	6982
82 CHEVY MONTE CARLO			
Cpe	5900	5963	5842
83 CHEVY IMPALA			
Sdn	7064	7134	6993
82 CHEVY IMPALA			
Sdn	5689	5745	5631
Wgn 9	5912	5971	5854
83 CHEVY CAPRICE			
Sdn	7710	7787	7632
Sta Wag	7978	8057	7896
83 CHRYSLER			
E-Class Sdn	6886	6959	6818
82 CHRYSLER			
New Yorker Sdn	8453	8538	8370
83 DODGE OMNI			
4 Dr Cust	4354	4399	4311
82 DODGE OMNI			
4 Dr Cust	3493	3527	3459
83 DODGE ARIES			
Cpe	5320	5376	5268
82 DODGE ARIES			
Sdn	4163	4204	4119
83 DODGE DIPLOMAT			
Sln Sdn	5876	5935	5816
82 DODGE DIPLOMAT			
Sln Sdn	4702	4747	4655
83 FORD FAIRMONT			
Futura 6-Cyl Sdn 4 Dr	4906	4956	4858
82 FORD FAIRMONT			
Futura Sdn 4-Dr	3898	3936	3859
83 FORD MUSTANG			
L-Cpe 4	5241	5292	5188
82 FORD MUSTANG			
L-Cpe 4	4260	4305	4220
82 FORD GRANADA			
Sdn 6-L	4535	4582	4488
83 FORD LTD			
Sdn	6303	6367	6240
82 FORD LTD			
Sdn	6019	6075	5957
82 FORD ESCORT			
Sdn 4 Dr	3320	3352	3286
83 FORD CROWN VIC			
Sdn	8697	8785	8612
82 FORD CROWN VIC			
Sdn	6843	6912	6773
83 FORD THUNDERBIRD			
Cpe	7454	7528	7379
82 FORD THUNDERBIRD			
Cpe	5954	6013	5892
83 LINCOLN CONTINENTAL			
Sdn	14463	14605	14317
Mark VI Cpe	14761	14907	14615
82 LINCOLN CONTINENTAL			
Sdn	11880	11997	11762
Mark VI Cpe	12212	12333	12089
83 MERCURY COUGAR			
Cpe	7588	7665	7513
82 MERCURY COUGAR			
GS Cpe	4578	4623	4533
Sdn	4578	4623	4533
82 MERCURY ZEPHYR			
Sdn 4 Dr	3958	3996	3916
83 MERCURY LYNX			
HtchBk 2-Dr	4248	4291	4207
83 MERCURY MARQUIS			
Sdn	6382	6446	6318
82 MERCURY MARQUIS			
Sdn	6345	6406	6282
Wgn 2S	6542	6609	6476
83 OLDS CIERA LS			
Cpe	6840	6909	6773
Sdn	6930	7002	6863
83 OLDS CUTLASS SUPREME			
Cpe	7431	7504	7356
Sdn	7227	7298	7153
82 OLDS CUTLASS SUPREME			
Sdn	6014	6074	5955
Cpe	6252	6317	6192
83 OLDS DELTA			
Sdn	7879	7961	7804
82 PLYMOUTH HORIZON			
4 Dr Htchbk	3219	3253	3188
83 PLYMOUTH RELIANT			
Cpe	5333	5386	5281
82 PLYMOUTH RELIANT			
Cpe	4149	4191	4110
82 PONTIAC FIREBIRD			
Cpe 8	6726	6794	6659
82 PONTIAC BONNEVILLE			
Sdn 6	5724	5783	5667
83 PONTIAC PHOENIX			
Cpe	5011	5064	4964
Htchbk Sdn	5011	5064	4964
82 PONTIAC PHOENIX			
Cpe 6	4133	4175	4093
83 VOLKSWAGEN RABBIT			
2 Dr Htchbk	4634	4681	4588
82 VOLKSWAGEN RABBIT			
2-Dr Htchbk	3587	3623	3551
83 DATSUN			
Sentra 2 Dr Std Sdn	4130	4172	4089
Stanza Hbk 4 Dr Dlx	5628	5665	5574
82 DATSUN			
210 Std 2 Dr	3191	3222	3160
Sentra 2 Dr	3499	3534	3464
Stanza Htchbk	4661	4707	4615
83 TOYOTA			
Corolla Sedan 2 Dr	4969	5020	4920
Celica St	6861	6929	6792
Camry	7950	8030	7870
82 TOYOTA			
Corolla 2 Dr Sdn	4122	4164	4081
Celica St Cpe	5572	5627	5516
Corona Sdn Lux	5662	5719	5606